

ZCZC LBBPNSLBB DEF  
TTAA00 KLBB DDHMM

PUBLIC INFORMATION STATEMENT  
NATIONAL WEATHER SERVICE LUBBOCK TX  
600 AM CST THU MAR 6 2003

WRITTEN BY NWS EL PASO  
...CONTINUING SEVERE WEATHER AWARENESS WEEK IN TEXAS...

#### NOAA WEATHER RADIO SAVES LIVES

NOAA WEATHER RADIO...NWR...IS THE VOICE OF THE NATIONAL WEATHER SERVICE. AS A SERVICE TO THE PUBLIC...THE NATIONAL WEATHER SERVICE BROADCASTS UNINTERRUPTED WEATHER INFORMATION DIRECTLY TO THE PUBLIC...24-HOURS A DAY. NWR IS THE QUICKEST WAY TO RECEIVE WARNINGS FROM THE NATIONAL WEATHER SERVICE OF HAZARDOUS AND POTENTIALLY DEADLY WEATHER EVENTS. THUS...NWR CLEARLY SAVES LIVES EACH YEAR.

NWR RADIO BROADCASTS ON SEVEN VHF FREQUENCIES BETWEEN 162.400 AND 162.550 MHZ. THESE BROADCASTS CAN GENERALLY BE RECEIVED UP TO 40 MILES FROM THE TRANSMITTER SITE...BUT CAN VARY DEPENDING ON THE QUALITY OF YOUR RECEIVER...LOCAL TERRAIN...AND ATMOSPHERIC CONDITIONS.

NWR PROGRAMMING INCLUDES...

1. WEATHER STATEMENTS...WATCHES...AND WARNINGS
2. LOCATION...MOVEMENT AND IMPACTS OF THREATENING WEATHER
3. CURRENT WEATHER CONDITIONS AND LOCAL FORECASTS
4. CIVIL EMERGENCY MESSAGES AND AMBER ALERTS
5. CLIMATE DATA

DURING SEVERE WEATHER...WATCHES AND WARNINGS WITHIN THE LISTENING AREA ARE TONE ALERTED. THIS ALARM TONE WILL ACTIVATE THOSE NWR RECEIVERS WITH A TONE-ALERT FEATURE. MOST MODELS AVAILABLE TODAY USE THE LATEST DIGITAL TECHNOLOGY AND HAVE SPECIFIC AREA MESSAGE ENCODER - S.A.M.E. - CAPABILITIES. THIS ALLOWS USERS TO DESIGNATE WHICH COUNTIES THEY WISH TO BE ALARMED FOR AND ELIMINATES THE PROBLEM OF RECEIVING ALERTS FOR WEATHER EVENTS NOT AFFECTING THEIR LOCATION.

THE NWS RECOMMENDS THAT EVERYONE HAVE A NWR IN THEIR HOME AND BUSINESS. NOAA WEATHER RADIOS ARE INEXPENSIVE AND CAN BE PURCHASED AT LOCAL RADIO AND ELECTRONIC STORES...AS WELL AS A GROWING NUMBER OF DEPARTMENT STORES...AND EVEN ON THE INTERNET. NWR MODELS WITH BATTERY BACKUP CAPABILITIES ARE RECOMMENDED IN THE EVENT OF A POWER OUTAGE. TAKE ONE WITH YOU ON YOUR NEXT TRIP. IN THE NEAR FUTURE...NWR TECHNOLOGY WILL EVEN BE INCORPORATED IN SOME NEW TELEVISION SETS.

FOR MORE INFORMATION ON NOAA WEATHER RADIO...CONTACT YOUR NEAREST  
NATIONAL WEATHER SERVICE OFFICE.

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